



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

how much money
need to start your
business without
encountering cash
below problems

let's find out
the income
we have
available in a
businesses

every business
can produce
quality products
only by incurring
the necessary
cost



evaluate the
expenses
involve in the
manufacturing
of a product

unnecessary
expenses can
be identified
and corrected

every business
problem can be
identified one can
prevented from
recurring things
reducing cost

Estimation of
business
expenses

calculate
business
expenses

net income=end
equity-
beginning
equity(from the
balance sheet)

total
expense=net
revenue-net
income

know that
every
business has
contain
requirements

increase or
decrease
production
to suit sales



there are many ways
to estimate costs
and each one is a
different blend says
of difficulty and
accuracy

a business may want
to know how much a
project will cost
before deciding
whether to proceed
when to find cost is
uncertain



Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?